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## China - Peoples Republic of

**Post:** Guangzhou

### **Successful launch of Guangzhou Meiwei Group's Wine Tasting in Dongguan, January 11, 2011**

**Report Categories:**

Wine

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**General Information:**

On January 8, ATO GZ staff supported Guangzhou Meiwei Group's wine tasting dinner in Dongguan, one of the most progressively developed 2<sup>nd</sup> tier cities in Guangdong Province. The event attracted over 140 wine distributors and wine connoisseurs. Dongguan was the third destination for Meiwei's TWO DOG wine promotion after Guangzhou and Yongzhou (Hunan Province). The company is China's general agent of TWO DOG Wine and Asia's exclusive distributor of Big Barrel Wine of California. R.Deer Erickson and E.Jay Sheen from California's Two Dog Wineries introduced their three series of wines and tasting methods to enthusiastic attendees. Guangzhou Meiwei Group has been significantly expanding its own U.S. wines in South China. Till now, they have sole agents in major provinces including Hunan, Guizhou, Guangxi, and Yunnan. According to the President of Meiwei, one of the largest state-owned cigarette production corporations in China, Hongyunhonghe Tobacco (Group) Co.,

Ltd., is going to purchase TWO DOG wines from them. Meiwei believes China's 2<sup>nd</sup> and 3<sup>rd</sup> tier cities are much easier for California wines to penetrate, and will have further promotions in other thriving cities where demand for high quality imported wines is sharply increasing.